

DAWN HUBBARD

Contact

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Education

MLIS Library Science (May 2008)

University of Washington
Seattle, WA

B.A. English (May 1998)

University of Washington
Seattle, WA

Professional Experience

Freelance Copywriter, Copyeditor, Proofreader, SEO Analyst

June 2020 - Present

Copywriter / Marketing Data Specialist

Teacher Created Materials, Huntington Beach, CA / Nov 2016– May 2020

- Wrote and edited copy for all websites, product descriptions, marketing emails, ads, brochures, catalogs, landing pages, benefits pages, and messaging documents to maintain a consistent company voice and messaging across all marketing channels.
- Utilized best SEO practices to increase overall website sales by writing effective website copy, product descriptions, and keywords to increase organic search traffic.
- Wrote and optimized product descriptions and titles for third-party vendors such as Amazon utilizing best keyword practices.
- Created and compiled all product-related marketing information to accurately describe products and their benefits and features to potential customers on the company website and for vendors.
- Collaborated with Marketing Campaign Managers and Digital Marketing Specialists on the copy, branding, and design of marketing emails, ads, and social media posts.
- Cataloged all products using Dewey Decimal System and BISAC.

Communications Manager

Coastal Vineyards, Moorpark, CA / Mar 2013 – Aug 2016

- Wrote and researched content for the “Bacon Freak” cookbook that was published in November 2016 by Sterling Publishing.
- Wrote and edited all content for 5 different food-related e-commerce sites utilizing each brand’s unique voice. Content writing included blog posts, marketing e-mails, product descriptions, gift guides, catalogs, press releases, and book proposals.
- Developed marketing campaigns for all sites and evaluated their efficacy. Researched and posted appropriate content on multiple social media outlets including Facebook, Tumblr, Instagram, Twitter, YouTube, and Pinterest.
- Collaborated with bloggers, chefs, cookbook authors, publishing companies, restaurants, and food festivals for cross-promotion, content sharing, and product reviews.
- Used Google Analytics to evaluate search terms and create content based on popular searches and viral news stories.
- Researched copyright law, wrote legal documents, and contacted companies that violated the company’s copyrighted materials and trademarks.